

INTERNAL DRAFT DELIBERATIVE

To: All Regions
From: Molly Block, OPA
Date: June 7, 2018
Subject: **UPDATED** PFAS Community Engagement Summits

PFAS Community Engagements

Purpose

- EPA is traveling to a number of states with communities impacted by PFAS to listen to feedback from the public on ways the agency can best support the work that's being done at the state, local, and tribal levels.
- The purpose of these community engagements is to gather facts and listen only. The information gained will be used to better inform the management plan. EPA officials should refrain from expressing conclusions or make other forward-looking policy statements other than restating the Administrator's four action items.
- Using information from the National Summit, these community engagement events, and input received through the public docket, EPA plans to develop a PFAS Management Plan for release later this year.
- These events will play a key role in understanding the challenges states, tribes, and communities face when they are identifying, addressing and communicating about PFAS.
- Each engagement will be designed to hear directly from the public. It is critical for EPA to hear the state and local perspective and engage with these communities so that we may find solutions to these PFAS related challenges.

Key Topics

- Learn about how PFAS has impacted their community
- Understand strategies they have implemented and their effectiveness
- Identify additional tools that are needed
- Understand challenges when identifying, finding solutions, and communicating PFAS
- Communicate work and research done by EPA

Primary Audience

- Citizens, local health and environmental officials, water utilities, and community organizations.

Confirmed Locations

- Exeter, NH: June 25-26, 2018
- Grand Rapids, MI: August 7, 2018

Note: We expect to visit no less than five communities. We hope to announce the final list during the week of June 11.

EPA Participants

- RA and regional communications and program staff
- HQ principals (AA Ross, OGWDW senior manager + 1 additional rep from OW/ORD/OLEM/OCSP)
- HQ press, communications and support staff
- OCIR Team

Meeting Format

- Listening Session: Allows interested members of the community to provide verbal input to EPA
- Working Session: Provides time for key stakeholders to engage in discussion with EPA and the state

Example Meeting Outline**Listening Session**

Doors open 30-60 minutes early	We will give participants time to arrive and find their way into the room, meet other attendees, etc.
10 mins	EPA Opening Statement <ul style="list-style-type: none"> • Welcome • Overview of PFAS, national summit, etc.
10 mins	Moderator housekeeping and ground rules
As needed	Listening session (3 minutes per speaker)
5 mins	Closing, thank everyone for their participation and outline next steps including information on the working sessions

Working Session

10 mins	EPA Opening Remarks
30 mins	National Summit Overview
30 mins	ORD Overview of any specific research ongoing or completed in the region
1-2 hours	PFAS in Your Community Discussion
1 hour	Lunch
1-2 hours	Identifying PFAS in Your Community Discussion
1-2 hours	Solutions for Addressing PFAS Discussion
1-2 hours	Communicating PFAS Discussion

Regional Communications Plan Template and Communications Tic-Tock

- All releases will come from both the Region and HQ for amplification
- Available Speakers
 - Leading up to each community event we will have a list of available on-the-record speakers for interviews with local media including the RA, and OW and ORD experts

Release #1 goes out two weeks in advance of event.

Accompanying release #1:

- Social media posts
- Op-ed from RA, ORD or OW expert
 - Either leading up to community engagement summit and/or lessons learned post community engagement summit
- At least one local radio, TV and print interview for the RA, ORD or OW expert framing the basics of PFAS

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- These will be developed by phone calls from PADs to local press outlets briefing them on background about the event and offering interviews with the RA, ORD or OW expert

Release #2 goes out three days before the event.

Accompanying release #2:

- Content: recirculation of logistics (what, where, when, why); include agenda and speakers if available (upcoming confirmed dates and locations)
- Social media posts
- At least one local radio, TV, and print interview for the RA, ORD or OW expert framing the basics of PFAS and previewing the event
 - These will be developed by phone calls from PADs to local press outlets briefing them on background about the event and offering interviews with the RA, ORD or OW expert

At the Event:

- Media sign-in table
- Special media area set aside
- Communications staff working with press in attendance to ensure they have all of their questions answered
- RA, OW, ORD experts made available for interviews

Release #3 goes out the day of the event immediately upon the event ending.

Included in release #3:

- Photos from the event
- Readout of both sessions and agenda
- Quotes from stakeholders
- A statistical run down of the event
 - How many attended
 - How many spoke
 - Etc.
- ***NH: since this is a two-day event, R1 will have two press releases at the end of each day
 - 3a: readout of listening session and agenda
 - 3b: readout of working session and agenda
 - Both will include photos, quotes from stakeholders, statistical run down of event

Accompanying release #3:

- Social media posts
- Op-ed from RA, ORD or OW expert
 - Either leading up to community engagement summit and/or lessons learned post community engagement summit
- At least one local radio, TV, and print interview for the RA, ORD or OW expert the puts a capstone on the event
 - These will be developed by phone calls from PADs to local press outlets briefing them on background about the event and offering interviews with the RA, ORD or OW expert

Logistics/Meeting Format

Logistics

- Each meeting will be open to the general public and press
- Venue selection should consider capacity, live stream capabilities, and security
- All meeting logistics and materials will be posted on www.epa.gov/pfas

Listening Session: Meeting Format

- Table with EPA note takers
 - EPA roles
 - Run registration (press sign in, speakers sign in)
 - Run name cards
 - Moderator keeping time
 - Both take notes (standardized format)
- 2 podiums for speakers (announce 5 at a time)
- 5 minutes for federal and state-wide elected officials (OCIR will coordinate)
- 3 minutes per person; 1 talking slot per organization
- Online sign up (sync with OAQPS system)

Tips for everyone

- Prior to the first release going out please forward all inquiries to HQ (the press box or Molly Block) and provide no comment. We will let outlets know when we have more information and everyone will get the same information at the same time
- Refer press questions to the OPA representative
- Of course, be respectful, attentive, and courteous
- Develop top-line Q&A document and circulate among all staff planning to attend the event
- After-Action Report
 - OW will put together an after-action report for each community engagement that outlines comments discussed during both the listening and working sessions
 - Will be posted as an appendix to the management plan

Sample Press Release

From HQ and the Region

To be sent two weeks in advance of summit date

Coordinate with OCIR on invitations



EPA to Hold New England Community Engagement on PFAS

WASHINGTON (June 11, 2018) – On Monday, June 25, 2018, EPA will kick off the Per- and Polyfluoroalkyl Substances (PFAS) community engagements in Exeter, New Hampshire with a two-day meeting. The meeting allows EPA to hear directly from New England communities, state, local, and tribal partners to take action on PFAS.

“Following the historic PFAS National Leadership Summit, it’s critical that EPA visit communities to hear directly from those impacted by PFAS,” said EPA Administrator Scott Pruitt. **“This is the next step in our commitment to address challenges with PFAS, and these visits will provide valuable insight for EPA’s efforts moving forward.”**

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WHAT:	New England PFAS Community Engagement
WHEN:	June 25, 2018 – Listening Session 4:30 p.m. – 9:30 p.m. June 26, 2018 – Working Session 8:00 a.m. – 3:00 p.m.
WHERE:	Exeter High School 1 Blue Hawk Dr. Exeter, NH 03833

Both days of the meeting will be open to the public and the press.

The New England Community Engagement event will consist of two sessions – a public listening session and PFAS working meeting – to hear from the public, provide tools to assist states, tribes, and local communities in addressing challenges with PFAS in the environment, and understand ways EPA can best support the work that’s being done at the state, local, and tribal level.

The public is invited to speak during the June 25th listening session. Those interested in speaking can sign up for a three minute speaking slot at this link:

The full agenda will be made available over the coming week. Please check back at this link for further information leading up to the event:

New Hampshire marks the first community engagement. Throughout the summer, EPA will visit and similarly engage with additional communities across the country.

At the PFAS National Leadership Summit in Washington, D.C. on May 22-23, Administrator Pruitt announced four actions EPA will take:

1. EPA will initiate steps to evaluate the need for a maximum contaminant level (MCL) for PFOA and PFOS. We will convene our federal partners and examine everything we know about PFOA and PFOS in drinking water.
2. EPA is beginning the necessary steps to propose designating PFOA and PFOS as “hazardous substances” through one of the available statutory mechanisms, including potentially CERCLA Section 102.
3. EPA is currently developing groundwater cleanup recommendations for PFOA and PFOS at contaminated sites and will complete this task by fall of this year.
4. EPA is taking action in close collaboration with our federal and state partners to develop toxicity values for GenX and PFBS by this summer.

Using information from the National Leadership Summit and community engagements, EPA plans to develop a PFAS Management Plan for release later this year.

EPA wants to ensure the public that their input is valuable and meaningful. Information collected from these community engagement events will be made available for the public as well as for EPA staff who will consider all information provided while developing the PFAS Management Plan. The After-Action report from this community engagement will be made available to the public following the event on the PFAS Community Engagement website. Additional information can be found at: <https://www.epa.gov/pfas/pfas-community-engagement>

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Details on the National Leadership Summit and community engagement events will be posted on the website as materials become available. All sessions are open to the public and press.

If you are unable to attend the New England Community Engagement event, you will be able to submit comments at <https://www.regulations.gov/> enter docket number: OW-2018-0270.

**If agenda is finalized, include in the first press release

**Agenda must be finalized prior to the second press release; and included in the body of that press release

New Hampshire Tentative Schedule

LOCATION: Exeter High School (capacity 900+)

Day 1: June 25, 2018

4:30 – 5:30 p.m.	Participants arrive
5:30 – 5:40 p.m.	Peter Grevatt Opening Statement
5:40 – 5:45 p.m.	Moderator (Jim Murphy) housekeeping and ground rules
5:45 – TBD	Listening session

Day 2: June 26, 2018

8:00 – 8:15 a.m.	Welcome/Introduction (Alex Dunn/Peter Grevatt)
8:15 – 8:45 a.m.	Overview/debrief of EPA's National Leadership PFAS Summit
8:45 – 9:30 a.m.	Community Speaker(s)
9:30 – 9:45 a.m.	Break
9:45 – 10:15 a.m.	EPA Region 1 Efforts (+ ORD research)
10:15 – 11:45 a.m.	Moderated State Panel
12:00 – 1:00 p.m.	Lunch
1:00 – 1:30 p.m.	Identification PFAS in Your Community panel
1:30 – 2:00 p.m.	Communicating Around PFAS panel
2:00 – 3:00 p.m.	Identifying Solutions for PFAS
3:00 p.m.	Conclusion

Key Messaging

- Addressing PFAS is a **national priority**.
- PFAS are a group of man-made chemicals that have remarkable properties – they have been widely used around the globe since the 1940s because of their stain-resistant, waterproof, nonstick, and fire-fighting properties. They help save lives, and they are used in products that we rely on every day.
- But some of these compounds are highly persistent in the environment, bioaccumulate in humans and animals and have been shown to be toxic in animal studies.
- There are increasing concerns about potential the health risks from a number of these compounds in the environment.
- To address these concerns, EPA has set up a cross-Agency Committee that is coordinating activities across the programs, Regions, and ORD to lead the nation's efforts to address PFAS.
- Our efforts are focused on providing tools to assist states, tribes, and local communities with addressing challenges with PFAS in the environment.

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